



colart

Sustainability Report  
2021-2022





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# Overview



Creating our  
future together



# Chief Sustainability Officer Review of 2021

In 2021, we made noteworthy progress towards our sustainability goals across the business. Sustainability now sits at the heart of our brand plans, while new sustainable packaging guidelines have helped to focus our attention on reducing single-use plastic across our product ranges.

The design of **Winsor & Newton graphic art ranges**, which include pencil sets and marker pens, has been overhauled. We have replaced our non-recyclable plastic retail outers with fully recyclable, FSC-certified cardboard boxes complete with better product information for our customers. We also changed bottles for oils mediums and varnishes to recycled PET plastic.

**Snazaroo** has modified **Brush Pen sets**, which were packaged in plastic but now use attractively branded cardboard outers. Another group project saw plastic trays used in sets across all brands replaced with recycled PET plastic.

**The Elephant team** took the concept a stage further by successfully launching a range of direct-to-consumer paint sets with all plastic packaging removed, including shipping material. **Liquitex and Lefranc Bourgeois** also made progress on their sustainability journeys.

Recognising the significant amounts of plastic used in shipping at our distribution centres, we've collaborated to set a target to drive down these volumes, removing plastic void fill, plastic bags and other

plastics, and moved to paper tape and strapping. These projects are inclusive and ignite a passion for sustainability across our warehouses.

As part of planning for a carbon-neutral future, we continued the focus on electricity consumption across the business. Several of our European sites now operate using green energy electricity supplies. In Le Mans, solar panel installation went live mid-year.

Throughout the year, we continued with our charitable donation programme, making significant contributions to local worthy causes. While COVID-19 restricted our ambassador scheme we have strengthened this area, and we're working on a series of activities for the year ahead.

2022 looks set to be another busy year of progress for Colart and **Igniting sustainability** is one of our key strategic pillars for the year, helping to guide our principles and decision-making.



**Richard Llewellyn**  
Chief Sustainability Officer



# Words from our CEO



**Dennis van Schie**  
Colart CEO

**Our mission:**

**“To be the most sustainable consumer driven house of creative brands**

Our purpose-driven vision of ‘Inspiring every artist in the world’ continues to drive everything we do at Colart.

Our wooded and paper products are  
**80%**  
responsibly sourced

2021 was another successful year for Colart. The pandemic continued, albeit in a different capacity and we adjusted well; supply chain challenges including freight and raw materials were the biggest challenges in 2021 and continue to be so in 2022.

This is a year to consolidate the many efforts and investments of previous years and to build a solid foundation for future growth. People, planet, and profit, the three ingredients for a sustainable future, reinforce how purpose and longevity underpin everything that we strive to do, recognising the needs of the many stakeholders.

Igniting sustainability is one of our key strategic initiatives for 2022, and we have many ways we plan to achieve this. Strengthening our procurement capacity will help us to better understand the challenges within our supply chain, providing transparency and integrity. Integrating sustainability into our brand plans will ensure that sustainability is at the core of all our brands, meaning we can communicate directly to consumers our ambitions

and challenges as the world around us changes. Operations will continue to implement sustainable improvements by focusing on increased efficiency whilst also working to reduce their environmental impact. Our commercial teams will help us communicate our work through to their customers.

Another key focus area for this year will be to understand our full carbon impact; Scope 3 remains a challenge which through our supply chain we will endeavour to overcome. Packaging remains a vital material impact for Colart, and we will continue to remove and reduce unnecessary packaging. Our wooden and paper products are currently 80% responsibly sourced, we are working to close this gap to ensure further transparency through our supply chain.

“People First” is not just a nice slogan on a poster. It guides us every day on how we act and hold each other accountable to live up to our purpose to inspire every artist in the world. In the most sustainable way.

**Dennis van Schie**  
Colart CEO

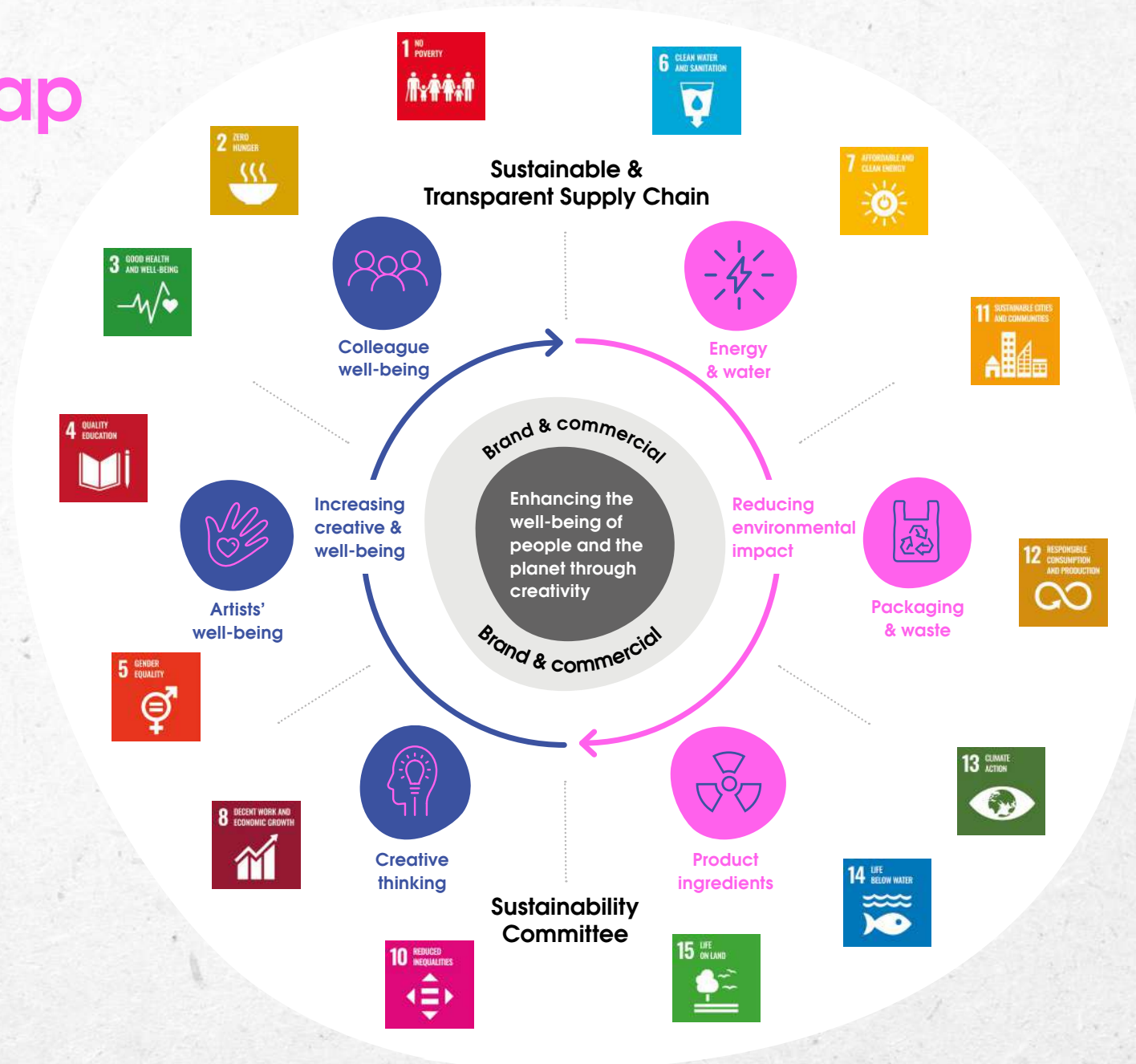
# Strategy Recap

Enhancing the wellbeing of people and the planet through creativity

We do this by increasing our social impact whilst decreasing our environmental impact.

Reducing environmental impact and increasing social responsibility is more than just a moral commitment, it adds long-term value to our company. We are firm believers in innovation and we see no conflict between increasing business growth and reducing our environmental footprint.

A sustainable mind-set is a natural part of the creative ethos, and we are active in both local and artists' communities to make sure everything we do contributes to improving working conditions and the environment.





# KPI Results

Here is how we performed against our KPIs for 2021



## Social impact

**3,984**

hours spent in the community

**2**

supplier audits carried out

**42**

suppliers evaluated against new business code of conduct



## Energy

Target to reduce energy consumption whilst increasing our renewable energy share

**8%**

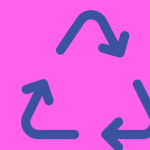
increase vs. 2020

**14%**

decrease vs. 2019

**29%**

share renewable energy – up from 3% share



## Waste

**14%**

increase in overall waste vs 2020

**67%**

of hazardous waste makes up our total waste

**50%**

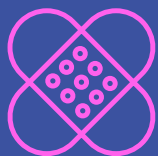
target to reduce hazardous waste by

**29.86%**

waste recycled – target 50%



# KPI Results



## Sickness

Monitor sickness levels and build awareness of issues.

**2.4%**  
target of <3%



## Inclusivity

Achieve a 50/50 gender target across Colart's senior leadership. We currently measure gender according to our Leadership Levels 3 to 5: Directors to CEO.

**28%** | **72%**  
female | male

Target  
**50%**



## SVHCs Update

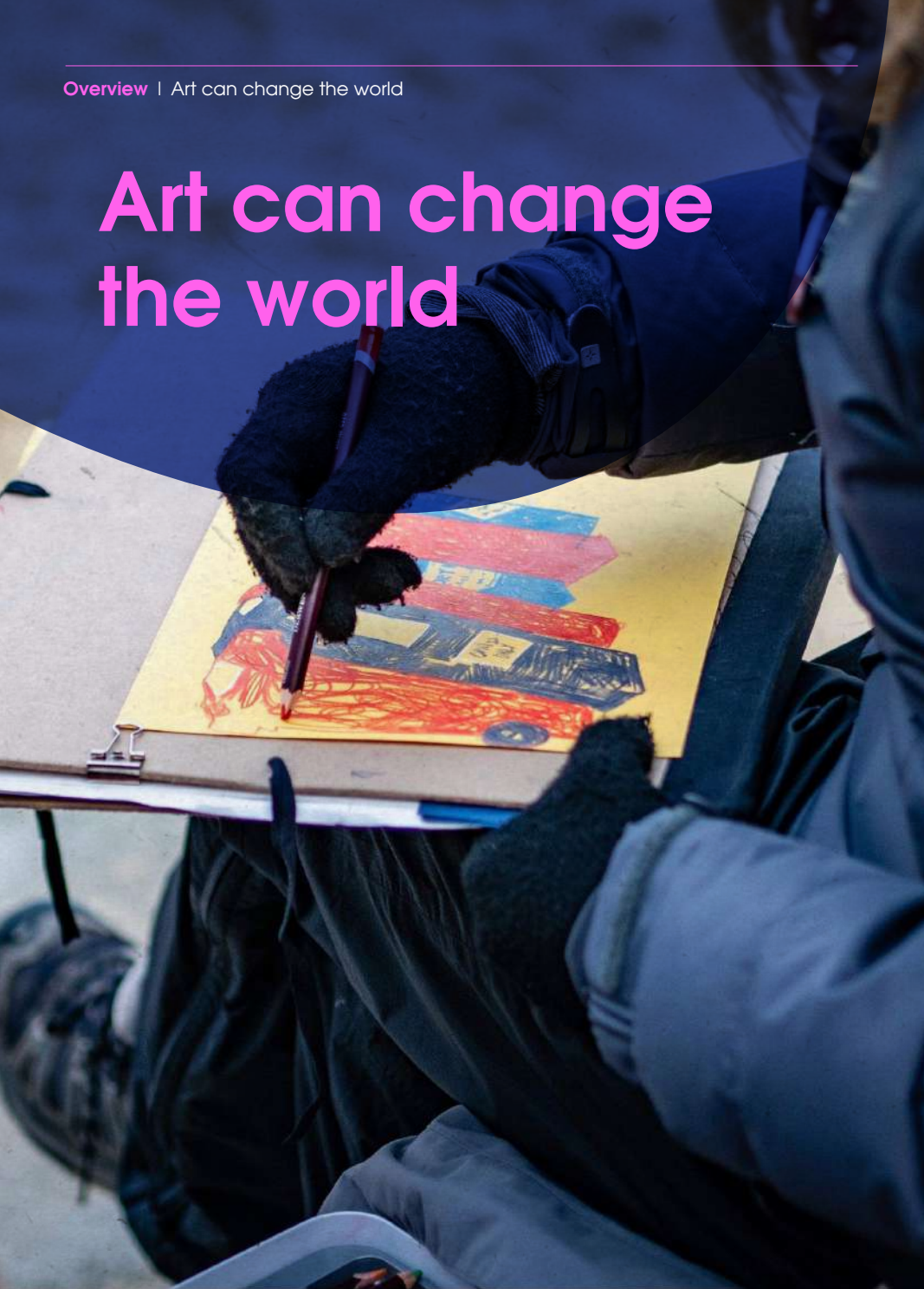
Since 2017

**28** SVHC raw materials removed

This affects 892 different formulations and 3890 individual products.



# Art can change the world



## Why is art and creativity so valuable?

Engaging with the world through creativity encourages us to see in ways normal life doesn't; to look beyond the version of our surroundings in which we're endlessly embedded.

When we engage with other peoples' art and creativity, their view can flip ours too. Bringing creatives' perspectives to our foreground makes us meet the familiar afresh.

In recent times when many of us have been dogged by a sense that things look the same, but really aren't, it feels useful to consider these translations of reality rather than exhaust ourselves striving for perfection on our own terms.

Creativity and the arts help people connect: witness rainbow artworks for the NHS during COVID-19; *Grayson's Art Club*; micro-performances on screens around the world.

But art also helps us connect to ourselves. It's an escape from daily drudgery and concerning headlines. Being absorbed in making, reading, writing and performance brings respite. A chance to think about something different, or nothing at all.

Evidence shows that tens of thousands of people who participated in art, whether experts or beginners, had lower rates of depression and anxiety during the horrors of the pandemic.

As David Gauntlett argues in *Making Is Connecting*, creative participation coupled with the reach of digital and social media is a kick-back against the culture of elite production for mass consumption we witnessed in the second half of the 20th Century.

Humans are meaning makers; it's what *makes* us human. Creativity creates space for emotional play - bringing a sense of order, possibility, but also continuity. Art allows imagination to take over, connecting us to that which inspires and invigorates us to carry on. To hope for and work towards better times.

It is the job of artists and creativity to embrace messiness and ambiguity. To seek new ways to move forward, making sense out of chaos. To rediscover and reimagine.

To ultimately change the world and the way humanity sees it.



**Helen Trevaskis**

Director, StreetDraw24,  
one of our charity partners



# Our Business



inspiring every  
artist in the  
world



# Brand update Snazaroo



Sustainability sits at the core of Snazaroo's brand identity and values.

**snazaroo™**

- To build on this, we're launching NPD projects that reflect and embody sustainability as a key objective for 2022. This initiative will be supported with campaigns to communicate these important changes to our consumers in an engaging, positive and encouraging way.
- Our **sustainability roadmap for the next five years** will be a critical component of each new product we launch. As part of the roadmap we will also review and improve all of our existing product portfolio.
- By early 2023, we will have discontinued sales of our micro-plastic glitters (gels and dusts). Instead, we will roll out Bio Glitter - made from plant proteins and biodegradable in fresh water.
- We're also exploring exciting plans to omit all micro-plastics from face paint kits, which we'll reveal in 2023. This exploratory project will consider how we can work with TFAC to ensure reuse of any remaining micro-plastic glitter in the supply chain to prevent it entering landfill or oceans.

We've recently launched new card packaging for our Brush Pens and 18ml Blister ranges using FSC-printed card instead of PET plastic. This change reduces our single-use plastic retail packaging consumption from 5,000kg to 0kg per year.

## Zero kilos

reduced plastic from 5,000kg to 0kg per year by switching our Brush Pens and 18ml Blister ranges to FSC-printed card packaging.



# Brand update Lefranc Bourgeois

Pioneer brand  
in the quality  
of cadmium  
free colours

The Lefranc Bourgeois team has been working hard to bolster the brand's sustainability.

LEFRANC  
BOURGEOIS  
PARIS

Improvements include:

- Replacing unnecessary plastic packaging with more sustainable, reusable alternatives such as a metal box or cotton bag.
- Researching and developing healthier products (e.g. removal of SVHCs), in line with Colart's KPIs.
- Using digital forward communications - when we do have to print, we do so on FSC paper and in partnership with a local printer.
- The Charbonnel shop, our Paris-based "home of French brands", is our platform for community engagement. We use it to host art meet-ups. Catering and event resources are sourced locally and sustainably, with a focus on zero waste.
- Advocating for fine art students with the Lefranc Bourgeois painting prize award, presented in association with the Paris Fine Arts Academy.
- Ensuring brand presence in public schools, childcare and other associations, highlighting the brand message of "Access to art for all".
- Participation in podcasts with Maison des Artists, discussing artist health, and cleaner formulas for paint and art materials.
- Collaborating closely and authentically with artists, without relying on third parties or agencies.
- Becoming a pioneering brand in improving the quality of cadmium-free colours.
- Offering a range of brushes made from sustainably managed forests; achieving FSC certification for a majority of brushes.
- Purchasing artworks, with artists invited to exhibit new pieces at Charbonnel.

**We've also been enhancing community empowerment and safety by:**

- Creating a Spoty advertising shoot featuring children of volunteer parents who are Colart employees, and a local agency in Le Mans to avoid unnecessary travel.





# Brand update Liquitex

At Liquitex, challenging the established ways of doing things is in the brand's DNA, with supporting artists and sustainability at the core.

Liquitex

**Liquitex is amplifying the artist community, creating a world where generations of artists can feel empowered to create with confidence and no limits.**

- Developing quality and innovative content - Liquitex Uncapped - to educate professional and emerging artists, while promoting our commitment to sustainability.
- Advancing virtual product demonstrations and conversations through Liquitex Live programmes, eliminating the need for printed takeaways, while also reaching more people and diversifying subject matter.
- Encouraging the use of online resources and web content.
- Pursuing Liquitex Live mentorships. These provide opportunities for working artists and creative professionals to share their expertise through focused conversations; touching on career advice, equity and inclusion in the industry, and broader art topics.
- Prioritising artist-led content with the Artist Spotlight and Artist Residency programmes. Production equipment is provided for artists to capture content, eliminating the need for individual production shoots.
- Developing long-term relationships with digital creators with In the Studio collaborations, Artist Spotlight, Artist Residency, and other ad hoc content.
- Prioritising diversity by selecting a range of featured talent for campaign shoots, influencer content, user-generated content and live social media events.
- Celebrating individual artists and diverse artist groups across style/type of practice, materials used, ethnicity, geography, age and gender, in all content and collaboration initiatives.
- Collaborating with members of the artist community to align with events that celebrate marginalised groups (e.g. Black History Month, Women's History Month, etc.).
- Fostering a sense of community and empowerment with our Liquitex Just Imagine Residency programme; continuously supporting residents to build a network with ongoing paid opportunities and exposure.
- Developing Liquitex's first student residency, which grants mentorship and professional opportunities for a college artist.
- Expanding coverage of special projects globally to amplify artists in all markets.
- Partnering with organisations that provide support and funding to underrepresented artist groups e.g. Fire Island Artist Residency.



**Liquitex is committed to innovative sustainable solutions that retain product quality and performance.**

- After changing all plastic vacforms from black to clear trays to improve recyclability, we're working to entirely remove plastic vacforms from Liquitex sets.

In 2021, we developed and launched three new sets without plastic vacforms to hold tubes – saving around 86,000 plastic vacforms from use. We accomplished this by revising the previous tube layout and box construction. For two new Heavy Body sets of six, the tubes were assembled in opposite directions rather than straight on in a vacform. This allowed the tubes to be secured in the box with no vacform, while reducing the set's overall footprint.

- The new configuration of the tubes removed the window, but the lid is still removable so consumers can view the box contents. We also changed the Liquitex Basics 12 x 118ml set box. Rather than inserting vacform trays of tubes from the side, the opening for assembly was designed at the top. This meant the tubes could be assembled from the top with no need for a vacform, while including a window. Based on these learnings for both Professional and Liquitex Basics sets, we are working to reconfigure all current Liquitex sets to remove vacforms.

**Liquitex**



**86,000**

Our three new sets save around 86,000 plastic vacforms from use annually.



# Brand update Winsor & Newton



## 352

of our products  
are switching from  
virgin plastic to 100%  
recycled plastic.



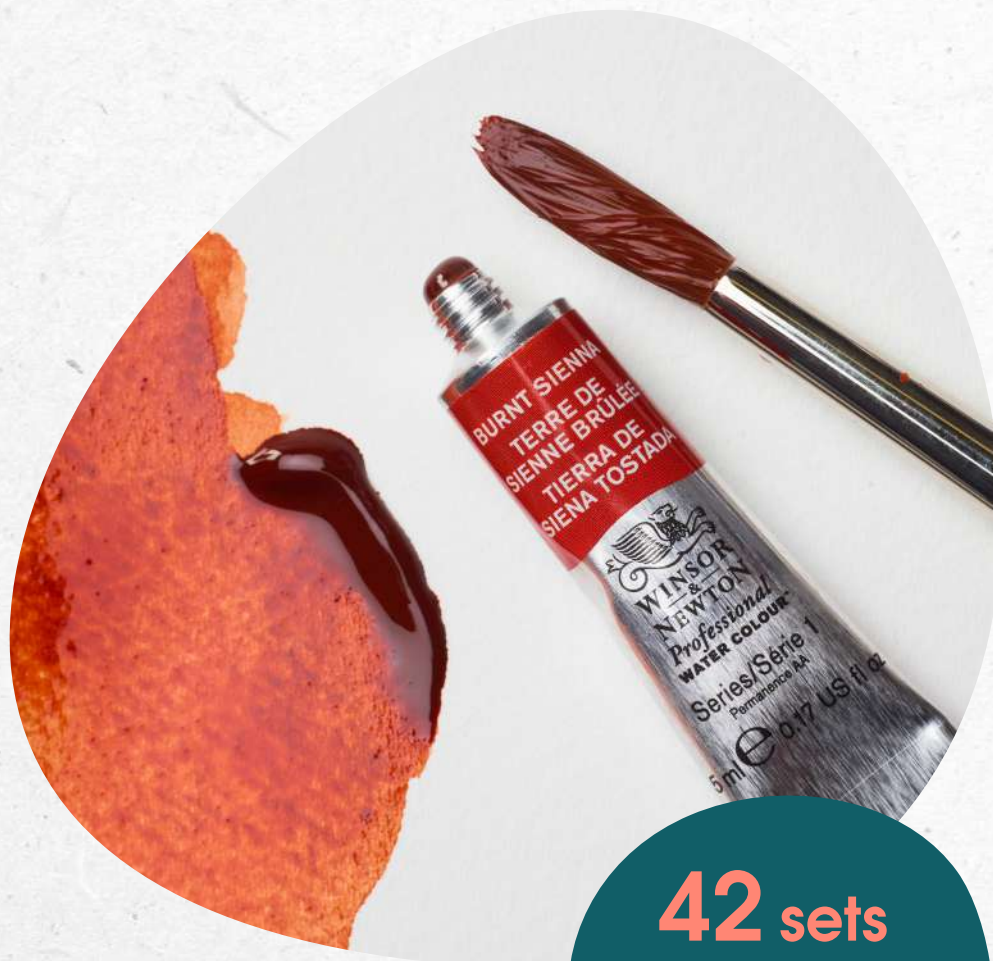
## Winsor & Newton prioritises responsibility towards planet and people.

To achieve our goal, we apply our expertise in art and science to tackle the twin challenges of climate change and packaging waste. We develop products that are safe for studio, workspace or home use, without compromising on performance. In addition, we support artists in the community to help improve creative lives.

In 2021, we sought ways to make our operations more sustainable. This meant an internal focus but also looking outward to find solutions for the wider community. Initiatives include:

- Bolstering our efforts to create more environmentally friendly packaging with new consumer research. The data shows a growing number of customers see plastic as “cheap”, and want brands to switch to alternatives. They expect us to do the right thing on their behalf.
- Our goal is to reduce the use of virgin plastic - newly created plastic that does not contain any recycled materials - in our packaging.
- To begin with, in mid-2022 we are switching from virgin plastic to 100% recycled plastic for 75ml, 250ml and 500ml bottles used for oil and watercolour mediums, varnishes and solvents. That's 352 products in total. This will prevent an average of 248 tonnes of plastic going to landfill every year.
- As part of our commitment to ensure all our raw materials are sourced in the most responsible way, we continue to use FSC-certified products.
- Right now, 100% of our canvases are manufactured using FSC wood. In addition, 80% of our paper products and 90% of our wooden brush handles are FSC-certified. We want to ensure all our timber and paper products are sustainability sourced and verified.
- Our Studio Collection charcoal pencils are FSC-certified. By summer 2022, all colour, watercolour and graphite pencils will be PEFC-certified - made using materials from sustainable sources.





## 42 sets

All 42 sets of our Promarker range now come in cardboard boxes made from FSC-certified paper

In 2022, we aim to go further than ever on our mission to overhaul our packaging.

- We no longer use plastic in our Promarker range, including brush, watercolour, neon and metallic products. All 42 sets are now packaged in cardboard boxes made from FSC-certified paper. Next, we intend to start making markers from RPET recycled plastic, without compromising on product quality. We have also reduced the amount of plastic we use to package Studio Collection sets, and the outer box is now FSC cardboard. We're on track to ensure plastic shrink wrap is switched to RPET.
- Making sure people are happy, healthy and supported is our priority - whether that's our employees, customers or the wider artist community. We will use our packaging and website to teach people how to use our products safely. We'll also offer pointers on how best to dispose of products. In our communities, we continue to directly support artists by investing in education, and making art accessible for all. We support artists' careers - and recognise the role art plays in mental health.
- In 2021, we donated our Galeria Acrylic and Winsor & Newton brushes to the Hospital Rooms online digital art schools. They are supplied to 50 inpatient mental health units each term to support around 1,800 patient sessions in some of the most restrictive mental health settings in the UK.
- Our watercolour sets, pencils, Promarkers and paper were used by 30 young and emerging artists who practised fine and graphic art at The Drawing Factory, Paris. Artists used the materials to document their experiences and encourage others to take their first steps as professional artists.

**We are also sponsoring Queercircle, a London-based LGBTQ+ non-profit that supports the arts and encourages social action. Our donation of oil and acrylic products is being used to document the charity's work, strengthening the links between culture, health and wellbeing in the community.**

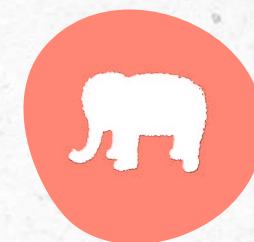
We will continue to develop sustainable solutions across all our products and processes, and endeavour to make a positive impact on the health and wellbeing of individual artists in our community.





# Brand update Elephant

The release of our sustainably packaged own-brand paint sets was a major step forward in 2021. Sustainability continues to be a key focus for 2022.



- Sustainability and regeneration are key for Elephant as we investigate ways to define and differentiate our young brand. These topics are of increasing importance to consumers and present a way for us to future-proof our business while doing the right thing for people and the planet.
- **Our key achievement in 2021 was the release of a range of sustainably packaged acrylic paint sets.** This was just the initial step on our sustainability journey. We achieved some Colart firsts, cutting packaging by over 50%, nearly eliminating single-use plastic, offering a free return scheme and ensuring our packaging is FSC-certified, recyclable and - for consumer convenience - letterbox friendly. Establishing a new brand and range takes time, but we have received fantastic customer feedback and the entire team is behind the project. We believe we are creating products fit for the future.
- We intend to keep up the pace of change throughout 2022. Our plans include the release of customisable paint sets, allowing consumers to pick colours and volumes; additional sets in oil and watercolour - a collaboration with our colleagues in CTAM; being first to market with a canvas made from recycled landfill waste and a range of paintbrushes manufactured by our colleagues at Crown with the aim of having these certified as cruelty-free.
- We take pride in our test-and-learn function and we intend to be transparent in sharing our progress, successes and areas of improvement for the future.





## Goodbye to Jiffy bags

- While our paint sets are a great example of how to make art supplies that are kinder to the planet, we've been following this through across all areas of the Elephant business. Elephant Magazine is now dispatched in a recyclable cardboard envelope from distributors, while we continue to remove plastic outer packaging from Kiosk. **In Q1 2022, we also began to phase out Jiffy bags. Once this work is completed all our outer packaging, including tape and labels, will be plastic free and fully recyclable.**
- Kiosk will launch on-demand printing of artwork in Q2 2022, which will enable us to reduce waste and cater to consumer demand. Elephant Magazine is printed on recyclable paper and carbon offset. This is how we handle inserts and promotional material, including thank you cards included in Elephant Kiosk customer packages. Elephant Academy, with its focus on online art learning, now offers students the opportunity to take part in classes without having to purchase products first. In 2022, we will ramp up the sustainability messaging around this, with our plan to be authentic about overconsumption and supporting our community in only buying the products they need. That might seem a risky proposition as we look to grow revenue, but it's one we are passionate about exploring.

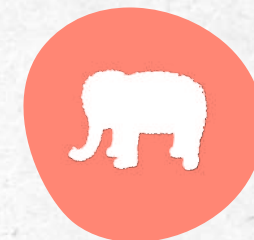
## Giving back

- With brand values focused on sustainability, accessibility and art for all, a commitment to regeneration – giving back via art – follows naturally for Elephant.
- In 2021, we played our part in donating over £1m-worth of art supplies to charities, schools and good causes. We supported colleagues with free online art classes for children during lockdown and ran an art exhibition for children at Elephant Space.
- In 2022, we'll have a greater focus on giving back. We're working closely with local schools to deliver a range of initiatives. These will include: displaying student work at Elephant Space; a bursary scheme for children aged 11 to 15 and a graduate mentorship programme in conjunction with Manchester University. These programmes build on Elephant Lab, our digital residency for up-and-coming artists. The purpose of both is to support and nurture creative expression in young people, while providing practical support for those entering work for the first time. **By the end of Q2 2022, Elephant Kiosk will have signed up to 1% for the Planet**, a global organisation in which signatories pledge to contribute at least that amount of their annual sales to environmental causes.

- Everyone at Elephant feels proud to be part of a brand striving to do its best for people and the planet. While there will be challenges ahead, we feel confident we have the energy, innovation and collaborative team spirit to succeed..

**"I chose the Elephant paint set as I am trying to be as zero waste as possible, and I love the ethos. I'll certainly send back the packaging once used and will be returning for more paints!"**

**Eleanor**  
Elephant customer



**50%**

less packaging  
in our Elephant  
paint sets



**£1m+**

art materials  
donated to schools  
and charities





# Shopper Marketing & Insights

## Artists embracing sustainability

Artists are expecting brands to do whatever they can - such as reducing packaging or using recycled materials - to minimise the impact of their purchase on the environment. Yet they are unwilling to compromise on the quality of the materials.

Key factors they associate with sustainability in paints are:

- archival qualities to help make their artwork last longer.
- reduction of toxic ingredients to minimise the risk to their health.

## Path to purchase

With more than half of artists buying art materials via the internet in the past 12 months, share of online spend in this area has increased from 20% in 2019 to 35% in 2021. As a consequence, Amazon has become the most popular individual retailer for art materials in the US and the UK.

However, in-store shopping experiences still have the greatest appeal for artists because they are able to try before they buy, benefit from the knowledge of store staff and seek inspiration. These experiences cannot be matched online.

## Did you know?

- Colart brands are the market leaders in paints<sup>^</sup> and mediums.
- A recent study conducted across the US, the UK and France, found that 4,500 artists confirmed preference\* of Winsor & Newton (UK/US) and Lefranc Bourgeois (FR) in paints<sup>^</sup> and mediums.

\*Preference = of all brands used by artists currently, which one brand do they prefer over all others.

<sup>^</sup>paints = Acrylic paints, Oil paints and Watercolour.



# Governance



We have strengthened our commitment to governance with the implementation of a Business Partner Code of Conduct.

The Code is intended to enhance Colart's responsible business agenda. It sets out the ethical standards and practices expected from our business partners, covering our suppliers, distributors, retail customers, artists and others we engage with. It also encompasses their own suppliers, sub-contractors and representatives in the supply chain. The Code covers areas such as:

- compliance with all applicable laws
- refraining from bribery and corruption
- avoiding conflicts of interest
- ensuring gifts and hospitality are not given or received with the aim of influencing a decision
- fair treatment of all workers with no use of child or forced labour
- striving to reduce environmental footprint by minimising use of energy and resources in the development, manufacture, transport, use and disposal of all products.

The Code supplements Colart's internal Employee Code of Conduct to ensure the standards we expect are upheld throughout the supply chain.

To ensure commitment to the Code, a sample of business partners were asked to confirm acceptance of it as part of a pilot. Following an internal consultation and feedback from our business partners, we are designing an internal flowchart to help us focus on our key business partners; in part using our existing ABC classifications framework. In addition, business partners and Colart colleagues continue to have the ability to anonymously report breaches through EthicsPoint, our independent online reporting portal.

We capture interactions with competitors and add declarations from Colart's Group Leadership Team. Plans are in place to ensure the wider roll-out of the register to all Colart staff, supplemented with relevant guidance and training. We continue to track global litigation and legal entity governance centrally through respective portals and registers, to ensure legal and compliance risk is effectively managed.



# Supply Chain

We continue to improve sustainability, transparency and relationships with our supply chain through a range of initiatives.

## Packaging Changes

As part of the journey towards plastic-free operations, we are evolving our products to remove plastic-waste packaging.

The learnings from this process will help us design new products that have a no-waste philosophy embedded in their development from the initial stages.

## Recycled & Recyclable Plastic

Our aim is to be plastic free. Even when this is not possible, we will shift to more environmentally friendly materials such as replacing non- recyclable plastic packaging (vacforms in particular) with recycled and recyclable plastic alternatives.

In so doing, we will ensure plastic has previously been used and will be recycled in future by our customers.

## Carbon footprint

In light of the sustainability challenges the whole industry faces, we have applied learnings to better manage our carbon footprint throughout the supply chain.

We have trialled rail transport as an alternative to shipping. This is now a preferred option due to positive developments in this area.

On the same note, we have drastically reduced air shipments by 80% vs 2019. We now see it as a last resort.

## Supply chain analysis

Following discussions with our suppliers, and by leveraging our internal & external audit (SEDEX), we are in a better position to ensure all of our supply chain partners follow ethical principles and strengthen their own sustainability efforts.

This will ultimately make us stronger as a business and drive better sourcing decisions in all circumstances.



# -80%

Air shipments have been reduced - 80% vs 2019



# Digital Sustainability

## Our Strategy

IT equipment, applications and services are a significant contributor to Colart's emissions. The IT team treats this very seriously. It is actively implementing a sustainable IT programme to reduce our businesses impact. During 2022, we will audit our whole estate to establish the baseline for improvement. From 2023, we will introduce carbon offset, backed by a programme to reduce the amount we are required to offset year on year.

Our approach to minimising our carbon footprint is as follows:

- Minimise overall energy usage while maximising the amount of renewable energy we use to drive our technology.
- Minimise purchase of new equipment and maximise the life-span of existing equipment through a policy of repair and reuse.
- Partner with other parts of the business to maximise deployment of technologies that identify and implement sustainable change through the business.
- Minimise, and where possible eliminate, use of consumable items such as paper.

## Highlights from 2021

We have significantly reduced the availability of printers in UK offices. When we identify heavy print users we collaborate work with that part of the business to devise and implement alternative solutions.

We have built a travel impact assessment tool to calculate the effect of business trips, and incentivise teams and individuals to make sensible choices. From 2023, we hope to introduce CO2 travel budgets to ensure teams minimise their impact.

As part of the deployment of solar panels in Le Mans, we have developed a web portal to allow visualisation of power generated, and build long-term data on panel performance. We can integrate this into our sustainability dashboards.

We have pursued a programme of employing people starting on their IT careers. We provide training and support to help them flourish.

**During 2022, we expect to take on a total of five apprentice roles, significantly increase the team, and deliver a balance of junior and senior staff.**

## The 2022 program

We are rolling out several initiatives to increase the impact of our sustainability drive:

- **Extending our minimisation programme to include mobile phones and software applications, reducing impact and expenditure.**
- **Unveiling a workflow platform to improve inefficient and ad hoc processes, and improve our ability to measure and analyse business performance.**
- **Researching ways to improve business forecasting so we can predict products to manufacture, timing and location. Understanding demand has the potential to improve our business margins while also minimising waste.**
- **Working on new warehouse management solutions for our distribution centres, to reduce paper generated in picking and packing operations.**
- **Moving more of our digital infrastructure to the Cloud.**



# Digital

## Digital democratisation program

At the end of 2020, we commenced our digital democratisation programme. This continues, with the objective of embedding digital capabilities throughout Colart to future-proof marketing activations, and drive brand growth and scalability. During 2021, we restructured the global digital team into **six key areas of specialism**. This focused us on digital expertise, strategy and consultancy.

Consequently, we have added skills to our “digital toolbox”, including UI web design and SEO. This enables us to have a direct impact on improving and optimising the consumer experience on our brand websites.

**We also integrated the Technical Centre of Excellence** into the consumer care team, so technical and product knowledge can more easily be shared with consumers. This offers exciting opportunities for us to strive for best-in-class consumer service.

## Brand websites and Colart trade

We have made multiple improvements to the brand websites. These include navigation updates, offering a better, more seamless path-to-purchase journey; and better SEO to ensure consumers reach our websites through search in a more efficient way and find relevant content.

In addition, our websites now have added tools to help reduce network traffic. This means less electricity and heat is used. We are working closely with the technology team to optimise our websites, minimising content size to reduce environmental impact in the long term. In addition we are using AWS (Amazon Web Services) who have committed to using 100% renewable energy for hosting by 2025.

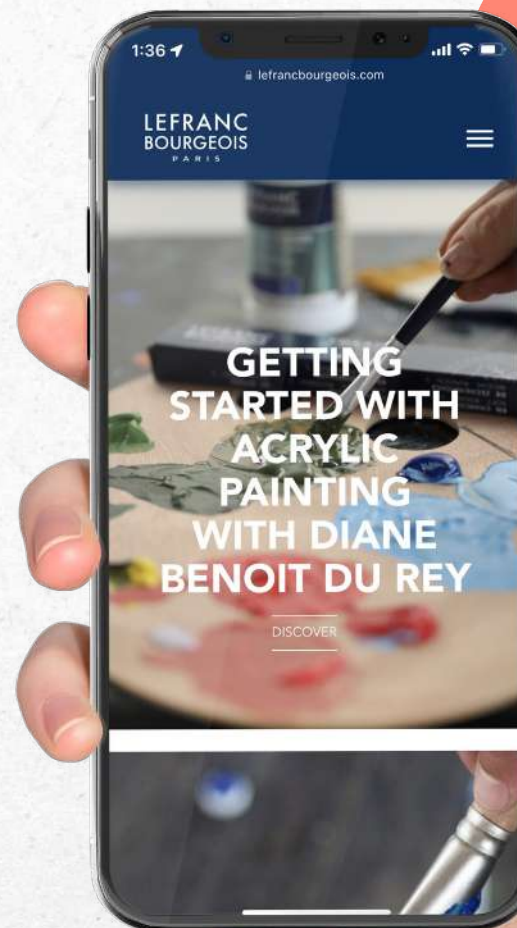
## The Charbonnel website was relaunched in March 2022 in both French and English.

As with our other brands, it is now built in Wordpress - driving internal efficiencies and offering consumers a

better brand and e-commerce experience. Lefranc Bourgeois will be the final brand website to relaunch, in English and French; the project runs throughout 2022. The new website will feature e-commerce capabilities, which will offer consumers easier access to the brand's fantastic products globally.

Our business-to-business portal, Colart Trade, has proven successful in allowing smaller firms to place orders easily and effectively. This reduces time and effort expended on manual, paper-based ordering. Colart Trade expanded from the UK and Italy to Spain, France and Belgium in 2021, with more markets due to launch in 2022.

The new Lefranc Bourgeois website will feature ecommerce capabilities for the first time





# Digital

## Accessibility

An accessibility audit of Winsor & Newton's UK website, the Liquitex NA website and Colart.com US site was conducted at the end of 2021.

Subsequently from this, we have created a dedicated workstream to improve accessibility across our brand websites. This extends to all digital channels including email and social media.

We have drafted accessibility statements, which we are in the process of uploading to each brand website. These statements address "non-accessible content" detailed by the auditors.

Further components of this project include internal training for brand and digital teams to help create more accessible content, as well as dedicated developer tasks improving the overall accessibility experience of our websites.

## Data-driven and consumer-centric

The launch of a Consumer Data Platform in 2020 consolidated several data platforms into one. This simplifies access to data while providing more powerful, granular insights about our consumers. In turn, these underpin more relevant, timely and personalised brand communications to our different target audiences. The rollout will be complete during 2022 with Elephant, TFAC and internal accounts migrating, helping to drive efficiencies and cost savings in consumer lifecycle marketing.

Source: Freshdesk report 2021

## Consumer care

Sustainability and social responsibility accounted for 1.3% of the total number of enquiries received in 2021. The UK continues to be the market most concerned about these issues. Most questions relate to vegan products, use of animal derivatives and environmental concerns, such as plastic use and recycling.

Winsor & Newton consumers are the most concerned about sustainability and social responsibility, with these issues accounting for two thirds of enquiries. All brands aim to improve communication about their sustainability commitments, including recycling information. This will be made available on the brand websites during 2022.

**66%**

of total sustainability queries relate to Winsor & Newton products

**1.3%**

of the total number of enquiries received in 2021 related to sustainability and social responsibility

**The UK**

continues to be the market most concerned about sustainability and social responsibility





# New Product Development

We have established short-term sustainability projects to drive incremental changes that will help us reach our 2030 sustainability goal.

The following projects highlight our bid to continue to embed sustainability in our business and challenge the materials we use in our products:



## Elephant

**Paint sets:** Elephant's first own-brand products using sustainable packaging solutions



## Winsor & Newton

### Graphic Arts Sustainability projects:

To replace all single-use plastic with sustainable options where possible in Winsor & Newton ranges: Promarker Sets, Promarker Brush, Fineliner and Studio Collection.

**OMVs relaunch:** All OMV bottles switched to post-consumer RPET from virgin PET material.

**AOC launch of cadmium free:** Alternative use for Cadmium Genuine paints.

## snazaroo™

### Snazaroo:

**Snazaroo: Extending range of Bio Glitters** and working towards the complete removal of all PET microplastic glitters.

**Snazaroo 18ml and Brush Pens:** Updating the packs to card boxes and removing single-use plastic from the retail packaging.



## Liquitex

**Global EPD Project Vacforms:** To switch all our plastic vacform trays that we use in paint sets to recycled PET (RPET).

**Heavy body new colour sets:** Where possible, we are developing new sets and modifying existing ones to remove vacforms, reducing plastic usage and set footprint.



# New Business Development

The purpose of business development at Colart is to explore partnerships within the creative industry, with the aim of delivering strategic growth opportunities and advocating our business ethos.

To ensure these facets of our business go hand-in-hand, we have defined a set of non-negotiable KPIs. All new business opportunities are measured against these, on the many steps from exploration to implementation of new initiatives:

- Any new product/service must provide a more sustainable alternative to an existing product - or set its own, unique sustainable USPs.
- We commit to abstain from single-use plastics, and maximise the product lifecycle of raw materials used. We may decline commercial opportunities if they do not meet these requirements.
- Sourcing and manufacturing are carried out as locally as possible, to optimise our social and environmental impact.
- Product and packaging are as inclusive as possible, as part of our sustainable packaging guidelines.
- There is a clear plan for end of life of products, so they are either recyclable or we compensate for impact.

By setting these standards for ourselves and our partners, our goals and sustainability agenda become an active part of any collaborative discussion.

This way, we influence our partners and vice versa. We learn from their initiatives, ambitions and examples to improve our own operations.

Sustainability is therefore an integral part of any commercial opportunity and engagement.





# Our People

A woman with long dark hair, wearing a grey apron over a dark top, is working in a workshop. She is using a tool to work on a piece of equipment on a table. In the foreground, there are several jars of paint in various colors. In the background, there are shelves with various materials and a computer monitor. A purple circular graphic is overlaid on the right side of the image.

It's the  
Colart way



# Our people... make the difference

In 2021, we further embedded our "People First" principle across the group. We recognise our people are fundamental to business success - now more than ever.

Our commitment to developing our people, and building engagement with sustainability at and beyond Colart, is unwavering.

## Leadership

Framed by our ethos and culture - as explained in the Colart Way - our leadership development programme continued to incorporate the 3Cs in 2021: Communication, Collaboration and Connectivity. This is the golden thread through leadership sessions and interactions.

To ensure engaging, dynamic and thought-provoking sessions, we continued to lead participants through an iterative learning process. This consisted of short sessions giving them the opportunity to quickly improve and repeat what they learned.

After completing the full leadership cascade we discussed and reflected on feedback. This is in keeping with our core principle of engendering self-awareness and learnings.

## LeadersPlus

### LeadersPlus

We are proud of our continued membership and support of the LeadersPlus programme.

This is an award-winning fellowship programme designed to support middle- and senior-level leaders with young families to continue leadership growth and development, while being there for their children. The programme supports their career development through mentoring and cross-sector networking with peers.

Colart has always supported parents in the workplace and we are proud to have opened the programme during 2021 to men on paternity leave.



Communication,  
Collaboration and  
Connectivity are our  
"3Cs" call to action

"The programme and professional network that comes with it really helps you balance lifestyle challenges that parenthood brings. It's testament to the inclusive culture we have at Colart, making the transition so much easier as a new parent."

**Jatin Kuckreja**

Global Insight Director (London)

## Mentoring

During 2021, we were pleased to maintain our mentoring activity despite continued restrictions on face-to-face activity. With the 3Cs core to the way we worked, we witnessed a 50% increase in mentoring relationships. The initiation of cross-border partnerships allowed us to take advantage of remote and hybrid working.

The enhanced mentoring platform via our intranet ensured improvements in both accessibility and understanding of the scheme.





# Our people... Colart Academy

We relaunched the Academy - the intranet gateway where people can travel on their Colart development journey.

## New look learning platform

Colart Academy is the heart of our growth and development platform, building on the importance of our people in achieving our business and strategic objectives.

The Academy covers four development routes - Skill, Service, Leadership and Community. For a focus on self-development, we partnered with Inrehearsal, a digital learning content provider, to curate coach-led courses.

The provision of bite-sized content across an array of powerful and thought-provoking topics is vital to deliver results for our people.

The engaging course content aligns with Colart's culture of family and high performance.

Throughout 2021, we added in-house courses - built by Colart people for Colart people - to support learning of our processes and systems.

Podcasts have also been introduced as a further way to communicate learning.

## Splash

2021 proved to be another successful year for the agile system development of Splash, our global people system.

Following the roll out of Splash Perform, automated performance and development functionality, we took further steps to ensure mid-year review activity was as interactive and added as much value as possible.

We automated the on-boarding process for people joining the Colart family. This gave us more time to ensure a smooth transition for new employees, enhancing their engagement once a role was offered.

Automation of change to terms requests is a new functionality offering value to line managers and improved governance of our people processes.

This new tool removes the need for manual communications while integrating a transparent and tracked authorisation process.

Online videos to support the learning of these new functionalities were made available through the Colart Academy.



# 80%

Direct sourcing of recruits continued in 2021, accounting for more than 80% of new people to the Colart family.





# Our people... Our culture...



Feeling like a family is the foundation of our culture. Success will only come through inclusion.

To actively embody the concept of “Colart family”, we must live up to the promises we make to our people. This means building a healthy working environment based on respect, dignity and collaboration.

Being inclusive is core to this promise. It has been pleasing to note in our third gender pay analysis that we are making progress in this aspect. There have been improvements seen in the mean and median pay gap across all regions; for example, we achieved a median pay gap in favour of women in North America.

Our continued efforts to create and sustain an inclusive culture have been further enhanced by the creation of regional Diversity, Equity and Inclusion (DEI) councils. They collaboratively advocate and support DEI in each region’s community leading to the celebration of great initiatives such as International Women’s Day.

We believe that by empowering our people as change makers, we can ensure that Colart is a great place where good people want to work.



**44%**

Women make up 44% of our leadership cohort, which is a 4% increase on 2020.



**10 countries  
31 nationalities**

We are proud of our international mix as we seek to increase inclusivity in Colart.



# Our people... our wellbeing



We continue to inspire our people by living up to our wellbeing promises.

We put people first in all actions and decisions. We understand how important it is for our people to maintain their mental and physical energy so that they can cope with the pace of work and change.

To that end, we have continued to recognise our responsibility to create the right working environment.

While remote working continued for those able to do so in the first half of the year, we launched our hybrid working model in the second half. It was co-created with our teams, taking into account their experiences of the previous year.

Working a minimum of two days per week in the office is at the core of this model.

Our mantra is "Come to work, but not just to work" - recognising the importance of communicating, collaborating and connecting, whether as an individual or team.

## Wellbeing is key to the way we work

Greater focus was put on our wellbeing calendar for colleagues not able to work remotely due to role requirements.

Our initiatives:

- support end-to-end wellbeing in and away from the work environment.
- inspire everyone to feel engaged, and proud to be part of the Colart family - personally and professionally.
- build team spirit through collective social and environmental commitments.

Across the group, our Wellbeing Ambassadors organised events to celebrate special diary dates such as **International Women's Day** and **China Children's Day**. We organised painting masterclasses for people to develop their creative side and brought people together in a social setting to connect with their colleagues.

Throughout 2021, we added colour to our lives. We want to carry on doing so in 2022 and beyond.

In 2021, we added colour to our lives. Our wellbeing strategy will ensure we continue to do so throughout 2022 and beyond.





# Our people... Partnership and Charity

We are excited to support community initiatives that align with our vision - "Inspiring every artist".

Between June 2021 and March 2022, we donated discontinued stock to 36 charities and organisations in six European countries: the UK, France, Sweden, Belgium, Italy and Germany. Beneficiaries included mental health charities, local schools, art organisations for children, disability causes and community centres. Stock donated is worth more than £195,000.

We continued our long-standing partnership with Hospital Rooms, a mental health charity based in London. It aims to transform clinical spaces via artwork, creating a calmer and safer atmosphere for people facing hardship and mental health problems. We donated almost £50,000-worth of stock to help the organisation with upcoming projects.

We believe art has a place in society and can work well with STEM subjects. For example Winsor & Newton was founded by an artist and a scientist.

Art is often used as a form of therapy, especially for young people; a way to express yourself without having to discuss difficult subjects. We are looking to continue to facilitate this through our charity donation program

[Read more](#)

2

Research shows the public often view art as useful and support its funding within schools. However, art can often be the first subject to have funding cut or removed altogether. We are happy to support schools by donating our stock.

[Read more](#)

## Art's positive impact

1

We know art creates a positive social impact. Art became a creative outlet for both positive and negative emotions during the pandemic, for example. By donating our discontinued stock, we not only avoid throwing waste into landfill - we added value to society.



# Our people... Charity Donations



## We made our second major donation of Colart art materials to Kakuma Refugee Camp, Kenya.

This allowed Hands On Art Workshops to expand its scope and reach more students through art clubs at six schools in the camp.

The ensuing programme has included Saturday morning art workshops under the direction of a Hands-On Coach.

Golda Aruten, graduate of Morneau Shepell Secondary School in Kakuma, was appointed as the first coach in 2019. Artist Joseph Yona Deng took over in 2022. The coach's annual salary is funded by the Hands On Art Workshops Gateway Bursary.

Thanks to an introduction by Hands On, Golda Aruten was invited to exhibit her work in the RA Summer Exhibition 2021. Hands On produced an edition of digital prints based on one of Golda's paintings, which sold out and now contributes to furthering Golda's studies.

Scholarship funding is also available for students. The scholarship recognises the beneficiary's academic merit and achievement in art through the Hands-On programme, under guidance and in consultation with UNHCR.

In the past year, donor support has funded scholarships of full secondary school tuition for two primary school students in Kakuma Refugee Camp. Teda Padang, graduate of Angelina Jolie Primary School, was awarded the Hands-On Art Workshops Scholarship 2021 and Jamila Nakito Chiramura, who attended the same school, is the 2022 recipient.

There is wider support for our Hands On programme. *Stone Soup*, a US-based, non-profit magazine, and the online *Refugee Project* contributed significantly. One edition featured artwork from Kakuma students participating in the Hands On Art Workshops programme.

In addition, a fabulous set of paintings by camp students - first shown in the Hands On exhibition at Elephant West in 2020 - are displayed at UNHCR offices in London and Copenhagen; Colart headquarters; and Vodafone Foundation Paddington office, London.

This is an exciting programme - we are passionate about it and eager to see how it develops this year.



# Health and Safety

Improved training, reporting and investment have put us on a better health & safety footing - but there is still more we can do to protect colleagues.

The Health & Safety Committee is pleased to report a reduction in all types of lost time accidents - severe, major and moderate - compared to 2020.

Several reasons were identified for this reduction, including:

- increased reporting of near-miss and minor accidents, which is proven to reduce incidents that lead to serious injury
- stronger relationships with - and better training via - temporary worker agencies compared to 2020, leading to fewer accidents among this cohort

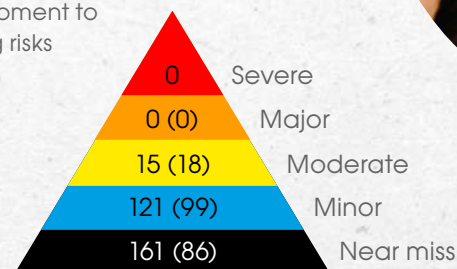
A trend analysis of accidents in this period revealed manual handling as the main driver of injury. This is now a key area of focus for improvement.

In last year's sustainability report we shared a new health & safety matrix. The committee - which twice held virtual meetings in 2021 - continues to implement the matrix to develop and follow a roadmap to zero accidents.

We intend to evaluate the maturity of all of Colart's divisions and share best practice to meet the zero accident target. Our strategy includes investing in early hazard identification using the Avertinone mobile app - instantly notifying the safety team to improve prevention and response. Such alerts are already paying dividends on site.

In further investments we have:

- poured nearly 1m into better health & safety practices in France; featuring lab renovation, plant machinery replacement, workstation ergonomics, and reducing collision risk for pedestrians and forklifts
- improved machine guarding at CTAM, via removal of trapping risk, and installation of better railing around high walkways
- purchased safety equipment to reduce manual handling risks



We have invested nearly

**€1M**

into better health & safety practices





# Planet





# Footprint

Reducing emissions continues to be a key focus for Colart.

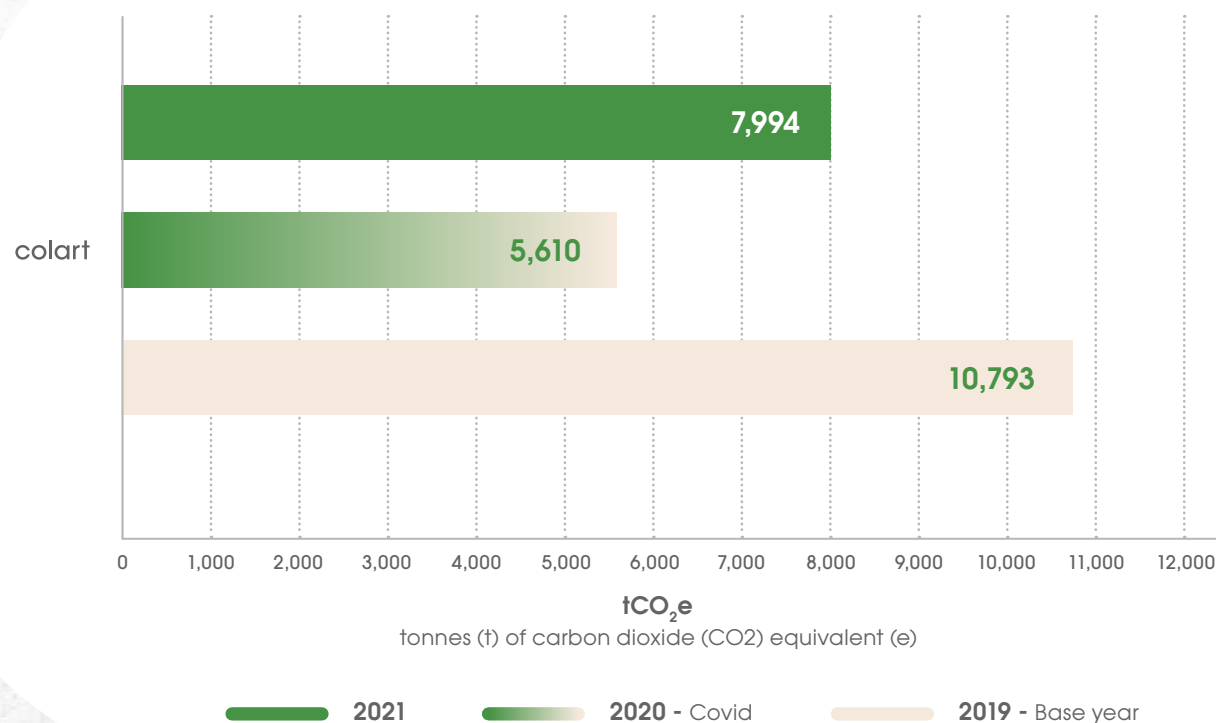


## 42% increase

In emissions on 2020, largely due to COVID-19. However, we've seen a 27% decrease compared to 2019.

The pandemic may have played a part in 2021, but we were almost back to previous levels.

## Emissions



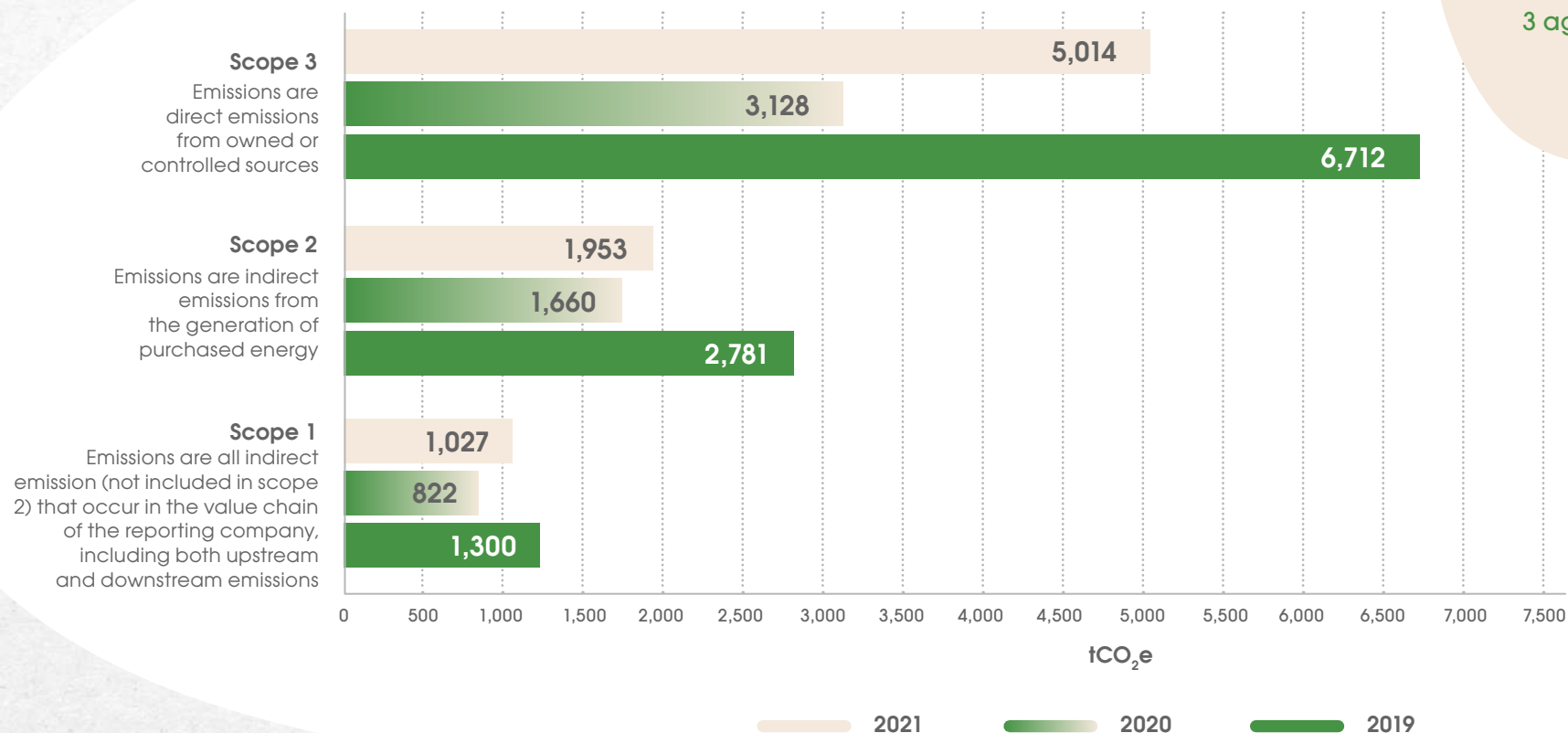


# Footprint - emissions by scope

## 25%

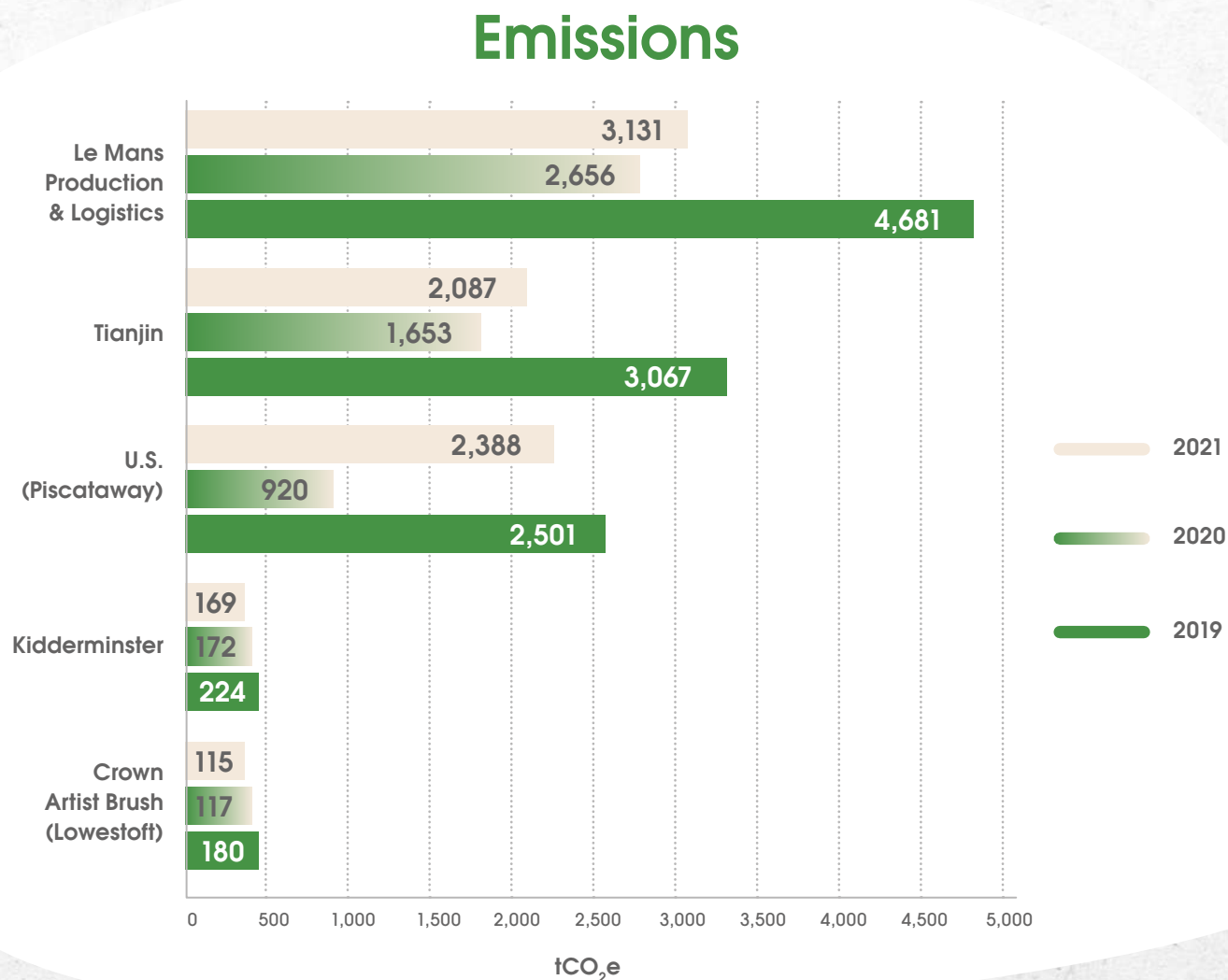
decrease in Scope 3 against 2019

## Emissions





# Footprint - emissions by site





# Footprint - emissions by site



## Vs. 2019/20

We're seeing movement in the right direction.

- Le Mans – 33%
- Tianjin – 31.95%
- US – 4.52
- Kidderminster – 24.5%
- Lowestoft – 36.11%



## Le Mans Breakdown Vs. 2019/20

- Reduction in waste by 68% based on emissions.
- Increase in outbound third-party deliveries, but a significant decrease in inbound third-party deliveries.
- Increase in emissions on premises by 6.64%.



## Tianjin Breakdown Vs. 2019/20

- Reduction in waste by 76.71% based on emissions.
- 91% decrease in outbound third-party deliveries.
- Large increase on packaging materials +249%
- Increase in emissions on premises +12%

## Overall

**Air freight increased by 15% compared to 2020, but there was a 91% decrease on 2019.**

Scope 1&2 **decrease Vs. 2019**

**Four out of six sites** moved to renewable energy contracts. Our site in Le Mans now generates approximately 9% of its energy through solar panels in the car park.

At present, we measure Scope 1 & 2 and some Scope 3.

For 2022, the focus is on expanding Scope 3. We will examine our Top 40 raw materials and packaging to understand their impact, before broadening the scope. Our goal is to understand where we are today, in order to plan for carbon neutrality in the future.

64% of our overall emissions are Scope 3; we expect this to increase as we continue to further understand this classification.



# SVHC



## Removal of SVHC

(Substances of Very High Concern) has been a key KPI for Colart since 2017. We have voluntarily removed chemicals of concern ahead of legal deadlines.



## The Green Deal

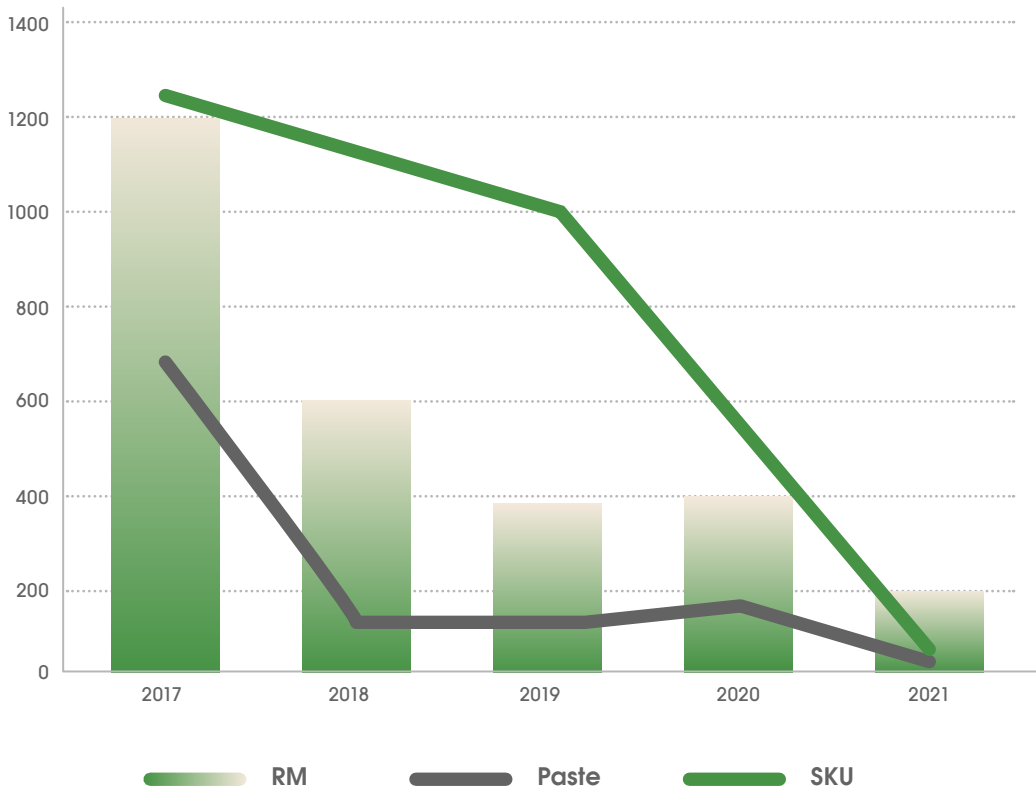
Today we find ourselves at the beginning of an ambitious EU strategy, The Green Deal. It aims to make the region a toxic-free environment. During the next two to three years, we expect information to be generated identifying new chemicals of concern. We aim to expand our KPIs and follow these developments, ensuring we stay ahead of legislative change.





# SVHC

## Reduction of Substances of Very High Concern



	Raw Materials (RM)	Paste (Paint)	SKU (Individual item)
2017	12	639	1231
2018	6	70	1108
2019	4	62	997
2020	4	106	525
2021	2	15	29



# Site Stories

A close-up photograph of a hand holding a green glass dropper with a black cap, dispensing a dark liquid onto a vibrant, abstract painting. The painting features broad strokes of green, yellow, and orange. In the background, another hand holds a small green bottle, and various art supplies like brushes and containers are visible on a workbench.



# Site Stories





# Site stories - London

Since hybrid working began the London wellbeing team has run events and campaigns to encourage better physical and mental health.

With many new employees this has been a great way to encourage people to settle into the Colart family. Here is a summary of aspects of the initiative:

- Seasonal parties and events - Summer BBQ, and winter pizza and face-painting parties held at the Elephant Space near our London hub.
- Occasions such as Chinese New Year, Valentine's Day, Shrove Tuesday and St Patrick's Day celebrated with activities including "build your own pancake" station, distributed sweets and chocolates, and rock-painting contest using Colart products.
- Brilliant Breakfast - a guest speaker discussed women in the workplace and how to smash through the glass ceiling.
- Charity partner events - Our wellbeing team and charity partner Hospital Rooms ran a shoebox appeal - providing gifts for mental health units in London, ranging from clothes and toys to Colart art materials.





# Site stories - London

Working with University of the Arts London (UAL), we run a social outreach programme for artists to contextualise our products and build relationships.

The initiative created brand loyalty with art students and teachers alike. We discussed the quality and integrity of our materials in contemporary contexts, making us relevant to retailers.

This relationship provided insight into how we communicate with our audiences and gave us the chance to showcase our brands. Endorsement from artists and institutions has resulted in our brands featuring at universities and on curriculums.

This year began with Manyi Takor's winning proposal, *Hidden Identities*. It examines the formation of identity through experiences that are related to the expectations of others. It highlights the potential of Liquitex in a professional context, demonstrating its material relevance from painting through to large-scale, site-specific public art.

Meanwhile, we were the only external partner to be invited to participate in UAL Skills Week. Designers, illustrators and printmakers shared their activity with students. We used the opportunity to demystify mediums and explain how to use them to develop ideas for all aspects of design and illustration.

Each year we are invited to participate in a symposium, featuring all our brands. This has included:

- Liquitex mediums demonstration
- Colour mixing using Winsor & Newton
- Talk on George Field and the legacy of Winsor & Newton.



## Colart UK supports emerging artists, sponsoring the John Moores Painting Prize.

- We are delighted to announce Kiki Xuebing Wang as the inaugural winner of the John Moores Emerging Artist Painting Prize.
- The Colart UK supported award, under the Winsor & Newton banner helps painters in the early stages of their career, offering a prize of £2,500, premium art materials to the same value and an exciting residency opportunity.
- The award-winning work, *Untitled (Loafer)*, portrays an object of desire - a shoe - at such close range that its appearance is distorted. Consequently the object, and its worth, are unclear.
- Winsor & Newton's Charlotte Caton said: "We are delighted this award is going to Kiki Xuebing Wang. We are really interested in the way she explores her ideas through objects that focus on light to create beautiful, evocative pieces."
- Sandra Penketh, Executive Director of Galleries at National Museums Liverpool, commented: "With such an exciting selection of work to pick from we're delighted to be awarding the Emerging Artist Prize to an individual whose work shows such promise."
- "The judges were drawn to the transformative quality of Kiki Xuebing Wang's painting. We're very much looking forward to seeing where she takes her practice in the future."
- Kiki - born in China in 1993 - attended the Royal College of Art, London, and University of California, Los Angeles.
- Her work was among the 67 paintings selected for the John Moores Painting Prize, displayed at the Walker Art Gallery, Liverpool.



# Site stories - Crown Lowestoft

## People

- Crown Artist Brush Ltd joined Brilliant Breakfast (see London site stories) with employee turnout of more than 80%
- Transformed a previously unloved area of the site into a wild flower and bug garden
- Sponsored local youth sports club The Corton Mambas
- The Brush Operation was the first category selected to produce the pilot short "People Film", used as a tool to educate, connect, collaborate and engage existing Colart employees
- Team development is key, and training focuses on skills including leadership, people management, projects, first aid, forklift truck driving and adult apprenticeships
- Two key positions offered in Quality Systems Management and Engineering
- Introduction of unisex toilets throughout the Lowestoft site
- Regeneration of our Experience room, creating a 20-plus seat conference area displaying Colart archive and museum pieces for colleagues and visitors to enjoy
- In 2021, Crown celebrated the milestone of 75 years of brush making in Lowestoft. This occasion was marked with the creation of bespoke, personalised and limited-edition brushes and travel sets.

# 75

years of brush making in Lowestoft marked in 2021





# Site stories - Crown Lowestoft

## Planet

### Reducing Consumption

- We are driving sustainability at the site: using low-power LED inspection lamps; replacing old windows with energy-efficient double glazing; units / roof lights replaced and resealed; installation of variable speed compressor; 100% green energy supply.

### Thermal Performance

- We are improving our buildings: efficient heating systems; bespoke insulation, improved controls; low-energy LED room lighting; building of room compartments to enable decommissioning of high-energy heater.

## Profit

### Refining financial performance

- Continued collaboration with FSC and successful ISO9001 audit; reducing paper use and energy consumption site wide; new MRP system; two new pad-printers replacing old operational systems.

### Brush-making processes

- Production of hand-made tint cards and dot cards.

## Thermal

performance continues to improve with improved heating systems





# Site stories - Kidderminster

## Key initiatives to reduce single use plastic from DC7 across Amazon prepping and Carousel

Plastic Reduction initiatives		2020 (Actual)			2021 (Single use plastic usage without process change)			2021 (Actual single use plastic used)		
		Units Sold	Bags Used	Plastic Weight (kg)	Units Sold	Bags Used	Plastic Weight (kg)	Units Sold	Bags Used	Plastic Weight (kg)
Amazon Related	Bubble-bag	14,530	14,530	73	19,995	19,995	100	19,995	0	0
Amazon Related	Poly bag 12mm x 18mm	3,702	3,702	22	1,984	1,984	12	1,984	0	0
Amazon Related	Poly bag 6mm x 8mm	17,386	17,386	17	93,315	93,315	93	93,315	0	0
Carousel Related	Airbag	49,564	297,384	595	59,005	354,030	708	59,005	0	0
Total		85,182	333,002	707	174,299	469,324	913	174,299	0	0

- At Kidderminster our ethos is to continually challenge conventional wisdom. During 2021/22, we have introduced a number of sustainable practices. We actively continue to encourage colleagues to think sustainably, with signage and visible reminders calling out Colart's sustainability commitment to people and the planet.
- Key initiatives in 2021 included the removal of almost 1 tonne of plastic packaging (see overleaf).



# Site stories - Kidderminster

## Electric Forklifts

- Replacement of old equipment with electric forklifts - a more sustainable fuel choice. This also removes the need for operators to lift 18kg gas cylinders.

## Recycling On Site

- Active recycling, bolstered with a policy of picking the best-fitting box instead of those which are closest to hand. This helps reduce the footprint of our logistics operation.

## Walk/Cycle To Work

- We encourage colleagues to car share, walk or cycle when possible and continue to promote Colart's cycle-to-work scheme.

## Inspiring Every Artist

- We held four sessions in our warehouse, when a local artist showed colleagues how to create effects using acrylic paints. Everyone had a completed painting at the end of their session. We also donated stock via TFAC UK to artists and educational settings to increase access to materials.

## Charitable Donations

We raised more than £1,000 for local causes, including £532 from raffles and sales of discontinued stock.





# Site stories - Minehead

## New warehouse management system

In 2021, we rolled out a new warehouse management system. It is far more environmentally friendly and has reduced vast amounts of paperwork across the site, while providing many other benefits.

The label backing paper that we use is now recyclable.



## 3D Printed tools

Factory efficiency improved by in-house 3D printed tools

- Optimised goods flow
- Optimised manufacturing process

We have also removed plastic clams from our face and body paint packaging.





# Site stories - Le Mans & Paris Charbonnel

## Le Mans

### Manufacturing

Volumes of production have been generally high and there has been a clear focus on sustainability. This has been driven by changing processes and components; a move to less plastic; and production of fewer scraps.

We have started a Continuous Improvement programme with PROACTION. After a launch in Le Mans in 2022 this will be extended to all our sites, pushing us to improve every day - using less to produce more.

We are challenging ourselves to be carbon neutral by 2030. Planning begins in 2022, including budgeting and a strategic technology review. This reveals our ambition for a more sustainable world.

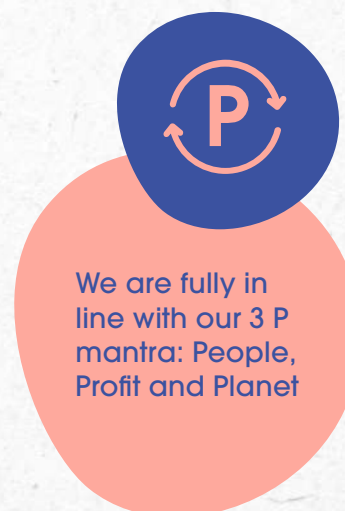
### Going green

Le Mans has continued to shield colleagues from COVID-19 as far as possible and this has led to very low impact on manufacturing, volumes and level of service.

In terms of changes to operations for a more sustainable approach, we have transferred to a full green energy electricity contract; started using photo-voltaic installation for self-generated electricity; and invested in 7,500l mixers and a new fully automatic filling line. This will reduce power and water consumption. We are reducing plastic in customer packaging as far as possible.

### Colleague safety

We are improving safety, focusing on accident analysis and prevention using a digital app - AVERTINONE - that enables colleagues to report risk. This is reducing accident totals compared to 2020, but we still have more to do.



## Paris Charbonnel

The home of Colart's three heritage brands is a unique place to serve, inspire, connect and celebrate all artists.

- Conté à Paris, 1795: sketching and drawing
- Lefranc Bourgeois, 1720: oil, gouache, vinylic, acrylic and watercolour
- Charbonnel, 1862: etching and gilding

In 2022, these brands will reveal "L'Art et la Manière": creative know-how from Paris to the world via a new digital global virtual showroom.

We will share news, activities and expertise in this experiential place with workshops, training sessions, meet-ups and demonstrations.



# Site stories - Paris Charbonnel

Let's visit Charbonnel

Fabulous location facing Notre Dame, in the heart of Paris - "world capital of the arts"



## The perfect home for our three iconic fine-art brands, engaged in history and transmission

- Conté à Paris 1795: sketching, drawing, pastel
- Lefranc Bourgeois Paris: 1720 painting
- Charbonnel Paris 1862: etching & gilding



## Space Modularity

- Central pop-up area, meeting room ideal for receptions and presentations
- Adaptability of scenography to suit events and products
- An event every quarter; scenography aligned with theme/guest speaker/artist



# Site stories - Paris Charbonnel

## Building brands experience

The Paris home of the 3 heritage brands of Colart is a unique place facing Notre Dame to serve, inspire, connect and celebrate all artists. It is the sanctuary of 3 pioneer French brands engaged in accessibility, education and sustainable innovation:

- **Conté à Paris 1795:** sketching and drawing
- **Lefranc Bourgeois 1720:** oil, gouache, vinylic, acrylic, and watercolor paint colors
- **Charbonnel 1862:** etching, and gilding

These French brands will reveal « l'Art et la Manière » ie creativity and know-how to the world from Paris via the new digital global virtual showroom planned for 2022.

They will share their news, activities, and expertise in this new experiential place through workshops, training sessions, PR meet-ups, and demos.



## Charbonnel mission

**An opportunity to promote creativity and sustainability**

Zero-waste events, upcycling, material design, decorative heritage, savoir-faire and modernity...

### Charbonnel mission

- World-renowned etching shop
- Home of Colart's French brands
- An authentic place supporting and inspiring all artists globally

### A "phygital" place...

... to connect brands with culture and society

- Social media & gamification: fun facts, demos, photos
- Instant promo & coupons
- Ajust in store music and lighting to occasions and events

A place to inspire, connect, and celebrate



# Site stories - Madrid



## Liquitex x Art Madrid

We participated in a contemporary art fair bringing together Spanish and international talent in painting, sculpture, graphic art, photography and more for a fresh exhibition of the global art scene.

We supported local creativity, including an award of €1,000-worth of Liquitex products to an acrylics artist. We also gifted new Heavy Body colours to all acrylic artists at the fair. The event catalogue mentioned the brand and featured the logo on its website, newsletter, press release and social channels.



## Winsor & Newton x Museo Carmen Thyssen (Málaga)

A series of Winsor & Newton workshops was organised in collaboration with the Museo Carmen Thyssen. Led by one of our artists, participants were challenged to reproduce exhibited pieces from their collections with oil and watercolour techniques using our products.

There was a great atmosphere inside the museum and surrounding streets. Many people enjoyed the sessions, allowing our brands to build relationships with them.

Liquitex x Art Madrid winner, receiving €1,000 worth of Liquitex products



One of a series of Winsor & Newton workshops in collaboration with Museo Carmen Thyssen





# Site stories - Milan

## The Liquitex “Just Imagine” Artist Residency was launched in Italy.

It inspired brand storytelling content and communications using *Insideart* issues; digital channels; an open call for artists; a two-week paid-for residency in Rome for two emerging artists; and a final Gallery exhibition.

Artists were invited to experiment with acrylic paint for maximum expressive potential, and two winners were selected from more than 100 participants.

### Damiano Colombi

Painter, researcher and creative investigator Damiano graduated from the Academy of Fine Arts in Venice, where his interest in abstraction, form synthesis and technical experimentation emerged.

During his Liquitex residency he further explored experimentation with acrylic through a series of techniques executed on large format canvases.

His works demonstrate the versatility of acrylics, testing different viscosities and demonstrating the range of opacities, transparencies and variety of effects made possible with acrylic colour and mediums.

“I use acrylic in all its forms: liquid in horizontal work on the ground, paste for structural interventions and transparent glazes in wall work. I prefer it because of its versatility and the speed with which it allows me to work. My research is a pressing dialogue with the properties of acrylics.”





# Site stories - Milan

The Liquitex “Just Imagine” Artist Residency was launched in Italy for the first time ever.

## Eva Chiara Trevisan

Painter, colour alchemist and creator Eva’s artistic journey began with drawing as a child. She later attended art school where she discovered the weight, dimension and character of colour. She graduated from the Academy of Fine Arts in Venice.

During her Liquitex residency, Eva explored the independence of acrylic colour, exploring its potential.

“In my artistic research I am trying to remove the support from painting: the frame, the canvas, the paper. Anything on which it can lie down and never come off again.”

“In my artistic research I am trying to remove the support from painting: the frame, the canvas, the paper. Anything on which it can lie down and never come off again.”





# Site stories - Northern Europe

Happy birthday! Thousands of children in the Netherlands cannot afford to celebrate their birthday. Stichting Jarige Job helps by giving them a gift - this year we donated more than 500 Lefranc Bourgeois Enfant kits for the boxes.

## Office space

We closed our Swedish office and reduced office space in the Netherlands by 60%, resulting in more than 70% energy saving and other advantages shared services bring. We also recycled more than 200kg of hardware in downsizing. Funds were donated to the WWF.

## Cars

We reduced our corporate car fleet by 7%, switching to more sustainable options: electric, hybrid and Ad-Blue vehicles. Corporate mileage declined by 13% in 2021 compared to 2019.

## Home office

We introduced a new hybrid working model - 40% office, 60% home - which has reduced travel while improving employee wellbeing.

## Travel

In 2021, accommodation and travel costs were reduced by 19% compared to 2019.

## Online marketing

There has been a 40% increase in online marketing activities vs. in-store activation, including influencer partnerships and offering dedicated sets. Reach has doubled.

## "Welldoing"

In Germany, we supported a food camp for people flooded out of their homes and workers cleaning up the region. This included time off work for colleagues to assist.





# Site stories - Piscataway

**7%**

DC4 distribution  
expense as a share  
of sales = 7% (down  
from more than 10%)

First GivHero campaign  
sees employees walk  
14 million steps and raised

**\$2,000**

for the Foodbank of NJ.



**80%**

reduction in  
lost hours

**97%**

Year-end inventory  
accuracy reached  
more than 97% (no P.I.)



Stopped use of plastic  
pillow packs in DC4.

**\$400k**

of W&N Markers  
donated to NYC  
schools vs going  
to land fill.

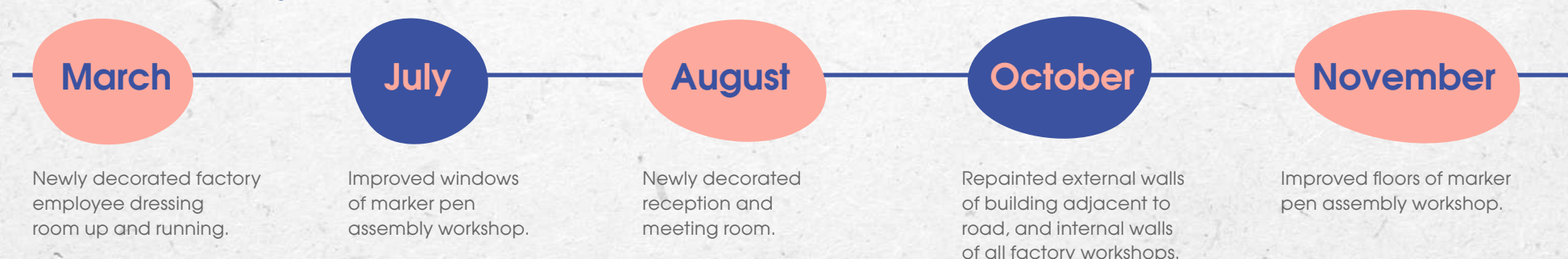


# Site stories - Tianjin

Colart China is making great progress with digital transformation, greatly reducing paper usage.



## 2021 Wellbeing @ CTAM Workplace facilities upgrade





# Site stories - Tianjin

Wellbeing calendar activities have taken place throughout the calendar, including:

- Green lifestyle lecture
- Leather product DIY
- Game Day
- Dryland curling
- Other initiatives included:
- China EAP – Our Daxin service went live, including 24-hour hotline and online consultation
- Supplementary medical insurance for all colleagues

Audit renewals in 2021 included SMETA; ISO 9001, ISO14001 and ISO 45001; Civilized Unit Title.

## Biocide Package Reformulation -

To comply with updated biocide classifications in the EU, and achieve sustainable development of products, we worked with the UK Regulatory Affairs Department to replace and adjust biocides used in CTAM existing products including:

- Cotman Water Colour
- Winsor & Newton Water Colour and Acrylics
- T-Keya Water Colour
- Liquitex Acrylics Valspar Acrylics
- Studio Acrylics
- Louvre Acrylics

## Continuous improvements have been driven by the CTAM think tank project

Since the upgrading of the project in 2021, the total number of proposals in 2021 is 84; 2.5 times that of the previous year. Over 100 colleagues participated in implementing the proposals, revealing employees in all positions are contributing to operational improvements.

### Our top five proposals are:

- Optimise packaging to improve efficiency and saving cost
- Effective reuse of scrap inventory to recover losses
- Improve equipment and facilities to boost safety, efficiency and accuracy.
- Change to RPET vacform - 38 vacforms will be sourced this way to comply with EU regulations.
- Labelling project to update packages with information regarding Biocide and TiO2 - compliant and more sustainable. Around 530 items in CTAM will change throughout 2021/22.

## Facilities are getting a green upgrade

- Installed two new exhaust fans, activating carbon absorption for brush glue to reduce VOC discharge and make workshops safer.

- Implemented electric pallet lift trucks in the colour-making workshop, replacing manual transfer.
- Our new air compressor project with frequency conversion control mode can save around 30% of energy and reduce CO2 compared to the old unit.





# Site stories - Shanghai

At our Shanghai site, they've worked on the following sustainability initiatives:



## Products

- Replaced vacform with RPET in sets products (149,000 pcs).
- Finished barcode transition projects, involving 958 SKUs.



## The Fine Art Collective

- Organised regular online training courses to support customers (160+ people).
- Successful lectures at top academies.
- TFAC's lectures on Winsor & Newton oil and mediums in a major art academy, attracting a large audience of students and teachers.



## Digitalization & Ecommerce

- Increased total social followers of brand to over 359,000.
- Ran a water activation campaign to inspire consumers and create a WC atmosphere.
- Water book drifting campaign invited 21 artists nationwide which in turn, Added 2,000 followers, with 120m reach and 170,000 engagement.
- December activities also encouraged creative professionals to customise a 2022 calendar with their own work.



# Plans & Targets

In 2021, we began our sustainability packaging journey - from roll-out of packaging guidelines to projects targeting unnecessary packaging.

The materiality assessment conducted in 2021, concluded packaging was a key material issue, but also an opportunity.

Using a traditional “4R” approach, we’ve been able to eliminate what is not needed: REMOVE, REDUCE, REUSE, RECYCLE.

Off the back of this, we improved our shipping materials e.g. changing to paper tape and replacing plastic address labels with paper.

We’ve been able to use Sedex – our supply chain transparency tool, to see the full value of the supply chain and areas we can improve in.

Scope 3 is a key focus for 2022, as we aim to understand these emissions before implementing a strategy. Part of this will include the “Top 40 Project” and capturing business travel outcomes.

We remain FSC accredited with 80% of our wood and paper products FSC certified, we are working to ensure all of our wood and paper products are responsibly sourced.

Our brand plans now incorporate sustainability throughout NPD, with sustainability assessed at every step. Colart brands will continue to consider what sustainability means to them, aligning with the goals and ambitions of the wider business.

Some of our products were formulated more than a century ago, and it is difficult to find an alternative, sustainable solution. But our innovation programme will ensure we stay abreast of developments to improve the sustainability of our product portfolio.

End of life remains a challenge. However, we continue to investigate solutions to help us improve this area. We are examining root causes to understand if our primary product packaging can be changed, and the impact of doing so.



# Plans & Targets

## Social impact

(Target 5000ppm)  
 2022 - 3500ppm  
 2023 - 4000ppm  
 2024 - 4500ppm  
 2025 - 5000ppm



## Accidents

(Target Industrial Accidents 0)  
 2022 - 0 Accidents  
 2023 - 0 Accidents  
 2024 - 0 Accidents  
 2025 - 0 Accidents



## Reduce Co2 emissions

(Target -5% YOY)  
 2022 - -5%  
 2023 - -5%  
 2024 - -5%  
 2025 - -5%



## Sickness

(<3%)  
 2022 - 3%  
 2023 - 3%  
 2024 - 3%  
 2025 - 3%



## Renewable energy

Percentage of all purchased electricity from renewable sources  
 2022 - 30%  
 2023 - 35%  
 2024 - 40%  
 2025 - 45%





# Plans & Targets

## Reduce Hazardous Waste

(Target -50% YOY)

2022 - 10%

2023 - 20%

2024 - 40%

2025 - 50%



## Water reduction

(Target -1%)

2022 - 1%

2023 - 2%

2024 - 2%

2025 - 2%



## Sustainable Packaging Remove, reduce, reuse recycle

(Target -5 projects)

2022 - 5 projects

2023 - 5 projects

2024 - 3 projects

2025 - 5 projects





## Sustainability Report 2021-2022

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